

ABSTRACT

Methods and apparatus for providing rich media for enhancing user interaction with a messaging program. The rich media includes user perceptible content and content specific information. User perceptible content may include a small animated picture with an embedded sound file that messaging program users can send to each other during a messaging session. Content specific information may include a description of the perceptible content, context menu items including universal resource identifiers that link to information related to the content and information related to other messaging program content. In addition computer code is provided to allow communication between the rich media and the messaging program so that the messaging program and the rich media can interoperate.